

2002-2003 Connecticut Inner City Executive Education Alliance

AVAILABLE PROGRAMS

For further details on these courses, please see the following web sites:

- DECD: <http://www.decd.org>
 - Yale: <http://www.yale.edu/com>
 - Columbia: <http://www.gsb.columbia.edu/execed/Open/>
- Darden: http://exed.darden.virginia.edu/exec_MBP.htm
 - Harvard: <http://www.exed.hbs.edu>
 - Wharton: <http://aresty-direct.wharton.upenn.edu/execed/index.cfm>



Dates	Program	What course covers	Who should attend	Cost	Participant's fee
Yale					
October 14-18	Leadership and Team Effectiveness	A workshop designed to help senior managers increase their leadership potential.	Entrepreneurs and senior level managers.	\$5,900	\$1,970.00
Columbia					
October 14-18 December 9-13	Finance and Accounting for the Nonfinancial Executive	Blends broad financial principles with such practical necessities as how to understand and analyze financial reports, talk to accountants and financial managers, and apply financial strategies to business and personal investments.	Executives whose main expertise lies outside the accounting and financial management fields; marketing or sales managers; operations managers; private business owners; and others with cross-functional team responsibilities.	\$4,163	\$1,388.00
July 8-10	Managing Interpersonal and Group Dynamics	This new Columbia Executive Education offering focuses on the importance of managing multiple perspectives and using personal power and influence to successfully meet and exceed organizational objectives.	Executives, managers, technical professionals and functional specialists who want to perform more effectively in situations that require competence in interpersonal relations, conflict resolution and the use of personal power.	\$2,564	\$855.00
September 8-13 December 8-13	Marketing Management	This program prepares managers in all areas – marketing and non-marketing – to develop and execute strategies for their products, services or marketing in the new economy.	Experienced business and marketing executives; those with growing marketing responsibilities; product, market or brand managers; and managers whose effectiveness requires improved interface with marketing.	\$4,629	\$1,543.00
December 16-17	Negotiation and Decision-Making Strategies	Using cutting-edge psychological research and strategies, Negotiation and Decision-Making Strategies gives participants a conceptual framework that will enable them to effectively negotiate and make strategic decisions.	Beneficial for all industry types, this program targets executives, managers, functional specialists and technical professionals who want to enhance and leverage their negotiation and decision-making skills.	\$1,832	\$611.00
October 21-22	Pricing to Win	Presents a pricing framework based on the way competitive organizations make pricing decisions.	Senior executives of companies in business-to-business, service, and consumer markets who analyze, recommend, or approve pricing decisions.	\$1,832	\$611.00
December 2-6	Sales Management	Sales Management highlights the sales force as one of the most valuable assets in a company. Participants learn how to add value for customers, integrate sales and marketing strategies, and devise an implementation process that makes effective use of the sales force.	Vice presidents of sales and marketing, national, regional and district sales managers and cross-functional team managers who want to spread the newest concepts of sales management throughout their organizations.	\$4,629	\$1,543.00
Darden					
October 20-25 Jan, 19-24, 2003 May 18-23, 2003	Financial Management for Non-Financial Managers	Provides sufficient familiarity with financial information to enable the non-financial manager to interpret and comfortably use financial data in daily decisions.	Non-financial managers and senior executives.	\$6,400	\$2,134.00
Oct. 29-Nov. 1	Implementing Change from the Middle	Examining models of change; the role of the middle manager; Designer/Teacher/Partner aspects of management.	Managers engaged in change process; those responsible for change initiates; Managers experiencing rapid change.	\$4,300	\$1,334.00
September 24-27 April 8-11, 2003	Managing Individual and Organizational Change	A program for practicing managers. Teaches techniques for the individual to move beyond current habits and incorporate continuous learning and change in themselves and their organizations.	Entrepreneurs and managers who are interested in learning how to adapt to changes within a business environment.	\$4,800	\$1,600.00
October 20-23 April 13-16, 2003	Bargaining & Negotiation: A Learning Laboratory	Designed for individuals who negotiate as an important dimension of their responsibilities, this program involves a series of role-playing negotiations. The negotiations address a range of issues faced by operating managers and other professionals in typical business situations.	Managers who conduct negotiations internally and/or outside the firm.	\$4,300	\$1,434.00
October 7-11	Business to Business Marketing Management	Covers topics such as market segmentation and bringing value to the market, new product development, marketing strategy development, and integrated business planning.	Marketing executives and others involved in strategic market practices.	\$5,400	\$1,800.00
November 11-15	Launching New Products: Concept to Rollout	Emphasizing interactive, hands-on learning, this program teaches managers to develop a coherent launch strategy. Participants work through cases based on actual launches.	Managers in marketing, business development, R&D, and other aspects of product development.	\$5,400	\$1,800.00
September 22-27 April 27-May 2, 2003	Strategic Marketing Management	Designed for people who have recently been appointed to responsible marketing positions, but also appropriate for mid- and senior-level managers in other functional areas who need to understand more than just the basics of marketing.	Senior and mid-level marketing managers, as well as other management professionals with responsibilities closely related to marketing.	\$6,700	\$2,234.00
October 14-18 March 31-May 4, 2003	Creating Successful Alliances and Partnerships	Introduces participants to concepts and techniques that improve their abilities as alliance managers.	Entrepreneurs and managers who are interested in developing interpersonal skills that allow them to develop positive strategic alliances.	\$5,900	\$1,967.00
September 15-20 April 6-11, 2003	Manufacturing Executive Program: Developing World Class Capability	Program provides manufacturing managers with a framework for manufacturing based on concept of lean-thinking as well as the skills to make it work.	Operational and technical managers and executives who are interested in increasing the productivity of their manufacturing work space.	\$6,400	\$2,134.00
November 18-22	Post Merger Integration	Enhances ability to develop a merger and acquisition program from the perspective of overall corporate strategy; value synergies form a proposed acquisition.	CEOs of buy and target firms; members of integration teams; consultants; communications professionals; corporate development officers.	\$5,400	\$1,800.00
Harvard					
November 10-15	Families in Business: From Generation to Generation	Examines pivotal issues and provides state-of-the-art knowledge about family-run companies. All applications should be received at least six weeks before start date.	When possible, HBS prefers family teams of three or more individuals, represented by both genders and two generations when possible.	\$6,500 for first family member \$4,250 for each additional	\$2,170.00 \$1,420.00
November 3-8	Changing the Game: Negotiation and Competitive Decision Making	Provides a stimulating learning opportunity for participants to evaluate how they currently think in competitive environments, determine what they do well, and identify potential areas of thinking where improvement is possible. All applications should be received at least six weeks before start date.	Managers who conduct negotiations internally and/or outside the firm.	\$7,250	\$2,416.00
June 19-22	Marketing Innovative Technologies	Provides a big-picture view of the complexities of marketing technology products. All applications should be received at least six weeks before start date.	Designed for a diverse mix of mid- to senior-level managers who are directly involved in the marketing of technology innovations.	\$5,000	\$1,667.00

Course descriptions continued on back side...

2002-2003 Connecticut Inner City Executive Education Alliance, continued from front side

Dates	Program	What course covers	Who should attend	Cost	Participant's fee
Wharton					
July 7-12 Dec. 8-13 Mar. 30-Apr. 4, 2003	Executive Negotiation Workshop: Bargaining for Advantage	The goal is to teach you how to analyze what is really going on in negotiations, so you can more effectively control the process and improve your results.	Managers who conduct negotiations both inside and outside the firm will benefit from this course.	\$8,950	\$2,983.00
July 14-19 May 18-23, 2003	<i>NEW!</i> The Leadership Journey: Creating and Developing Leaders	Enhances your ability to lead-not only in your current position, but throughout your career. You will examine the role of the leader and how you fit within it.	Anyone who wants to push his or her own leadership development in new directions can benefit.	\$8,500	\$2,833.00
July 21-26 Feb. 9-14, 2003	Integrating Finance and Marketing: A Strategic Framework	Integrating Finance and Marketing creates a bridge between the worlds of finance and marketing. It shows you how to create shareholder value by understanding the interactions between marketing and finance.	Mid-level to senior executives who need to gain a better understanding of the interface between marketing and finance.	\$6,650	\$2,217.00
July 28- Aug 2 Mar. 30-Apr. 14, 2003	<i>NEW!</i> The CFO: Becoming a Strategic Partner	This program offers senior financial executives the opportunity to broaden their business perspective, develop a strategic approach to decision making, hone and update their financial analysis skills, and expand their leadership and teamwork abilities.	The program is designed for CFOs, vice-presidents, controllers, and other senior financial executives with both strategic and financial responsibilities.	\$7,650	\$2,550.00
Aug. 4-9 Oct. 27-Nov. 1; Jan. 5-10, Mar. 2-5, Jun. 8-13, 2003	Finance and Accounting for the Non-Financial Manager	Finance and Accounting for the Non-Financial Manager teaches how financial data are generated and reported, as well as how they are used for decision-making, analysis, and valuation.	This “fundamentals” course is well suited to anyone who is new to financial concepts and techniques or to any executive who wishes to update his or her knowledge of basic finance and accounting.	\$7,950	\$2,650.00
Aug. 11-16 Feb. 2-7, 2003	Creating Value Through Financial Management	Creating Value Through Financial Management will help you understand the latest corporate financial policies and practices. It is not about spreadsheets and accounting, but takes a broader perspective on finance.	Executives seeking an in-depth examination of financial management practice, and managers who want to understand how their decisions impact shareholder value, can gain from this course.	\$7,250	\$2,416.00
Sept. 3-6 Nov. 24-27; April 13-16, 2003 June 1-4 2003	Managing People: Power Through Influence	Managing People offers you an opportunity to step outside your work situation to see how you affect your employees. Influence means knowing how to use the fundamental principles of human behavior to encourage employees to serve their own values while also serving the goals of the department and organization.	Managers at any level are invited; past classes have attracted very diverse groups. It is the depth of the experience in managing people rather than the organizational level that determines the appropriateness of this course.	\$5,250	\$1,750.00
Sept. 8-13	Industrial Marketing Strategy	Industrial Marketing Strategy will help you develop effective marketing strategies in a business-to-business environment. The program will give you a hands-on understanding of market segmentation, product and supplier positioning, product portfolio management, customer-supplier relationships, and even branding in an industrial environment.	This course is designed for middle-level and upper-middle-level managers and executives with marketing/sales and general management responsibilities.	\$7,450	\$2,483.00
Sept. 8-13 April 27-May 2, 2003	Implementing Strategy	Implementing Strategy gives you a broad view of implementation and a thorough understanding of each piece of the implementation process so you can make more informed decisions on efficiency and effectiveness, which can be a powerful strategic advantage in itself.	Even managers with MBAs and many years of experience in formulating strategy can learn the finer aspects of putting strategy into action.	\$6,650	\$2,216.00
Sept. 9-12 April 28-May 1, 2003	<i>NEW!</i> Solving the CRM Challenge	This program acknowledges the complexity of CRM and offers a framework for viewing relationships with customers. It explores the paradoxes inherent in building successful customer relationships.	Managers responsible for shaping overall customer relationship strategies within a business unit or across an organization.	\$5,950	\$1,983.00
Nov. 3-8 June 1-6, 2003	<i>NEW!</i> Emerging Business Models for the Biosciences	This innovative program – drawing upon research by faculty of Wharton's Emerging Technology Management Research Program – offers a framework to aid managers in their decision-making.	Senior executives seeking to anticipate how the emerging biosciences will shape their businesses and how to identify and capitalize on new business opportunities.	\$7,650	\$2,550.00
Nov. 3-6	<i>NEW!</i> Building Relationships That Work	This 3-day course will help you increase the potential of any relationship, professional or personal. Faculty will help you develop better listening and questioning skills.	The program addresses issues that concern every manager who interacts with others in the daily course of business.	\$5,250	\$1,750.00
Nov. 3-8	<i>NEW!</i> Essentials of Marketing	Essentials of Marketing, taught by an experienced team of Wharton marketing faculty, provides you with the core concepts and strategic perspectives of marketing.	This “essentials” program will benefit executives across the organization (in engineering, R&D, finance, product development, accounting, sales, public relations, and other areas).	\$6,950	\$2,317.00
Nov. 10-15 May 11-16, 2003	Strategic Alliances	Strategic Alliances takes a wide view of the process of forming alliances and focuses attention on the negotiation and evolution of the alliance. It will give you the tools needed to overcome many of the obstacles inherent in new market expansion or new product development, and you will learn how to establish a global strategic position with limited time and resources.	Executives with responsibilities for new business development, including general managers, strategic planning managers, and marketing managers, can gain knowledge from this course.	\$6,650	\$2,217.00
Nov. 24-27 April 13-16, 2003	Critical Thinking: Real-World, Real-Time Decisions	Critical Thinking focuses on reframing issues so that the right problems are addressed, distinguishing systematic patterns from random events, and identifying acceptable risks in alternative decisions.	No previous experience in statistics, game theory, or decision sciences is needed; and executives at all levels can benefit from the course.	\$4,950	\$1,650.00
Sept. 3-6 Nov. 24-27 April 13-16, 2003 June 1-4, 2003	Managing People: Power Through Influence	Managing People offers you an opportunity to step outside your work situation to see how you affect your employees.	Managers at any level are invited; past classes have attracted very diverse groups.	\$5,250	\$1,750.00
Dec 1-6 April 27-May 2, 2003	Leading Organizational Change	Leading Organizational Change starts on the presumption that the most valuable tool in implementing change is an open mind and focuses on the underlying dynamics of change. This program will challenge your own assumptions and methods of thinking about and executing change.	Upper-middle to senior-level managers whose organizations have already undergone corporate restructuring or who anticipate such a change will gain a framework for understanding the change process and be better able to respond to the needs of their staff.	\$7,650	\$2,550.00
Dec. 1-5	Leading the Effective Sales Force	Stimulating the sales force while simultaneously controlling costs is the balance one seeks. In this course, you will learn how to cut costs while raising sales-by analyzing your sales calls, realigning territories, shifting product or market emphasis, reallocating salesperson time, and adjusting sales force size.	This course is appropriate for general managers who have sales force management responsibilities and sales managers who are moving up in the sales organization.	\$6,400	\$2,133.00
Jan. 5-10, 2003 June 22-27, 2003	Competitive Marketing Strategy	Competitive Marketing Strategy teaches you how to anticipate your competitors’ moves during the planning stage, so that competitors’ maneuvers don’t catch you off guard.	Marketing executives and others involved in the strategy for a brand, product, or strategic business unit are ideal candidates for this course.	\$6,650	\$2,216.00
Feb. 16-21, 2003	Supply Chain Management: Creating Competitive Advantage	Supply Chain Management: Creating Competitive Advantage will give you the framework to examine your organization's supply chain and to create the most effective supply chain for your products.	Senior-level managers responsible for the strategic decisions affecting supply chains, as well as supply chain managers and executives in marketing, finance, quality, service, product development, and other areas directly affected by supply chain design.	\$6,650	\$2,216.00
Oct. 27-Nov. 1 April 6-11, 2003	Strategic Thinking and Management for Competitive Advantage	Strategic Thinking will help you acquire a global perspective when designing strategy and help you to use resources effectively. It is designed specifically to broaden your perspective on how to make organizations more competitive.	Senior-level and upper-middle managers with responsibility for strategy formulation and implementation would be good candidates for this course.	\$7,950	\$2,650.00
Nov 24-27; April 13-16, 2003	Critical Thinking: Real-World, Real-Time Decisions	Critical Thinking focuses on reframing issues so that the right problems are addressed, distinguishing systematic patterns from random events, and identifying acceptable risks in alternative decisions.	No previous experience in statistics, game theory, or decision sciences is needed; and executives at all levels can benefit from the course.	\$4,950	\$1,650.00